

The logo for Katie Anderson features a stylized 'K' composed of three overlapping shapes: a red vertical bar on the left, a teal circle in the middle, and a light blue circle on the right. To the right of this graphic, the name 'Katie Anderson' is written in a teal, sans-serif font.

# Katie Anderson

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Brand Designer • Marketing Designer • Digital Designer

## Professional Experience

**Visual Events Designer** | Amazon, Remote 09/2022 - Present

- Used data to develop a wide range of creative strategies that adhere to brand standards
- Designed over 50+ banners, ads, as well as other assets viewed by millions of consumers which raised click-through rate by 20%.
- Partnered with internal and external stakeholders to inform creative strategies.

**Lead Designer** | Katie Creates, Remote 01/2017 - Present

- Successfully designed logos and websites for several small businesses across multiple industries (i.e., conferences, nonprofits, healthcare education, and manufacturing).
- Met with various stakeholders, contributed new ideas, gained feedback, and designed their vision.
- In consultation with stakeholders, developed mood boards to visually implement their brand.

**Social Media Strategist** | Kate & Co Social, Remote 01/2021 – 12/2022

- Gained 800+ followers in one year and created 10+ reels that reached 1,000- 13,000+ views.
- Designed 50+ strong graphics for Instagram and Facebook that reached 400+ accounts.
- Created a downloadable content calendar planner accessible and implemented by multiple social media content creators.

**Design & Marketing Coordinator** | LVWA, Livermore, Ca 10/2020 – 12/2022

- Created graphics for events, social media, and email campaigns for 50+ wineries for the premier Tri-Valley wine country destination.
- Created and executed a 12-month content calendar.
- Developed and taught a weekly social media strategy and branding class educating 30+ wine association members, resulting in increased traffic to their local vineyards.

**Graphic Designer/Creative Project Coordinator** | Vagaro Inc., Dublin, Ca 06/2018 – 12/2019

- Managed 15+ projects, productions, and events from start to finish.
- Designed 100+ logos, website themes, gift cards, and membership cards for customers.
- Created 20+ visual assets in digital, print, video, events, ad content, presentations, landing pages, and motion graphics for the content marketing team.
- Managed and organized design systems with 100+ visual assets including video and motion graphics.

## Software and skills

Adobe Creative Suite, Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Lightroom, Sketch, Figma, Social media platforms, Microsoft suite, Google suite, Keynote, Mac products, Asana, Trello

## Education

Bachelor of Arts, Design Studies, San José State University, May 2018  
Associate of Arts, Graphic Design (Honors), Ohlone College, May 2016